



ORDER

Flight Dates 09/22/12-09/24/12

Order Sep 00:20:00

Product Estimate # 1847

Contract / Revision 311976 / Democratic Congressional Campai Alt Order #

<u>Original Date / Revision</u> Agency Com 15% <u>Billing Type</u> Cash

09/21/12 09/21/12 Billing Contact Order Type GENERAL

Advertiser DCCC Billing Cycle EOM/EOC

1010 Wisconsin Avenue NW - Suite Billing Calendar BROADCAST

Washington, DC 20007

Agency Great American Media

Demographic A25-54

Buying Contact

Calca Office TWORD

Rev Codes

Post text Cadea Bl

Sales Office EWSDC Product Codes PL
Sales Region NAT Priority P-1

1010 Wisconsin Avenue NW - Suite

Washington, DC 20007

Agency Ref 2

Advertiser Ref

Primary Account Executive

Order%

Dave Lombardo

Account Executive

Dave Lombardo	100%
Tanya Winscott	%

End Date

Start Date

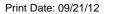
Order Share 14% Market Value 259392

Competing Station	on % of Order	Amount
CABLE	%	0
KASW	3%	7781
KDRX	%	0
KPHO	20%	51878
KPNX	18%	46690
KPPX	%	0
KSAZ	26%	67442
KTVK	16%	41502
KTVW	%	0
KUSK	%	0
KUTP	3%	7781
UNKWN	%	0

Order Totals Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating Start Date	End Date	# Spots	Net Amount G	Fross Amount
September 2012	29	\$30,867.75	\$36,315.00	0.00 08/27/12	09/24/12	29	\$30,867.75	\$36,315.00
Totals	29	\$30,867.75	\$36,315.00	0.00				

									Tota	als
Ln Ch Start End	Inventory Code	Break	Start/End	Time Days	Len Sp	ots	Rate Pri	Rtg Type	Spots	Amount
N 1 KNXV 09/24/12 09/24/12	M-F 430-5am M-F 430am News	СМ	430-5am	M	:30	1	\$40.00 P-6	0.00 NM	1	\$40.00
Start Date End Date Week: 09/24/12 09/30/12	Weekdays M	Spots/Week 1	Rate \$40.00	Rating 0.00						
N 2 KNXV 09/24/12 09/24/12	M-F 5-6am M-F 5-6am	СМ	5am-6am	M	:30	1	\$175.00 P-3	0.00 NM	1	\$175.00
Start Date End Date Week: 09/24/12 09/30/12	Weekdays M	Spots/Week 1	<u>Rate</u> \$175.00	Rating 0.00						
N 3 KNXV 09/24/12 09/24/12		CM	6am-7am	М	:30	1	\$500.00 FX	0.00 NM	1	\$500.00







<u>Contract / Revision</u> 311976 <u>Flight Dates</u> 09/22/12-09/24/12 <u>Hiatus Dates</u>

<u>Original Date / Revision</u> 09/21/12/ 09/21/12 <u>Order Sep</u> 00:20:00

Advertiser DCCC Product Democratic Congressional (Estimate # 1847

								Tota	als
Ln Ch Start End	Inventory Code M-F 6-7am	Break	Start/End Ti	me Days	Len Spot	s Rate Pri	Rtg Type	Spots	Amount
	M-F 6-7am						_		
Start Date End Date		ots/Week	Rate	Rating					
Week: 09/24/12 09/30/12	M	1	\$500.00	0.00		4	0 00 NIM		# 500.00
N 4 KNXV 09/24/12 09/24/12	M-F 7-9am M-F 7-9am	СМ	7am-9am	M	:30	1 \$500.00 FX	0.00 NM	1	\$500.00
<u>Start Date</u> <u>End Date</u> Week: 09/24/12 09/30/12	Weekdays Spo M	ots/Week 1	Rate \$500.00	Rating 0.00					
N 5 KNXV 09/22/12 09/22/12	Sa 6-7am GMA Sa 6-7am Good Morn	CM	6am-7am	S-	:30	1 \$200.00 P-3	0.00 NM	1	\$200.00
Start Date End Date		ots/Week	Rate	Rating					
Week: 09/17/12 09/23/12	S-	1	\$200.00	0.00					
N 6 KNXV 09/23/12 09/23/12	Su 6-7am GMA Su 6-7am Good Morn	CM ing /	6am-7am	S	:30	1 \$150.00 P-3	0.00 NM	1	\$150.00
Start Date Week: 09/17/12		ots/Week	<u>Rate</u> \$150.00	Rating 0.00					
N 7 KNXV 09/24/12 09/24/12	M-F 10am-11am The View	СМ	10am-11am	M	:30	1 \$400.00 P-6	0.00 NM	1	\$400.00
<u>Start Date</u> <u>End Date</u> Week: 09/24/12 09/30/12		ots/Week	Rate \$400.00	Rating 0.00					
N 8 KNXV 09/24/12 09/24/12	M-F 11am-12pm	CM	11am-12pm	M	:30	1 \$200.00 P-6	0.00 NM	1	\$200.00
Start Data End Data	ABC15 News at 11AN		Poto	Poting					
Start Date End Date Week: 09/24/12 09/30/12	Weekdays Spo M	ots/Week 1	Rate \$200.00	Rating 0.00					
N 9 KNXV 09/24/12 09/24/12	M-F 12pm-1pm The Chew	СМ	12pm-1pm	M	:30	1 \$350.00 P-2	0.00 NM	1	\$350.00
<u>Start Date</u> <u>End Date</u> Week: 09/24/12 09/30/12	Weekdays Spo M	ots/Week 1	Rate \$350.00	Rating 0.00					
N10 KNXV 09/24/12 09/24/12	M-F 2pm-3pm General Hospital	СМ	2pm-3pm	M	:30	1 \$450.00 P-2	0.00 NM	1	\$450.00
Start Date End Date	•	ots/Week	Rate	Rating					
Week: 09/24/12 09/30/12 N11 KNXV 09/24/12 09/24/12		CM	\$450.00 3pm-4pm	0.00 M	:30	1 \$400.00 P-6	0.00 NM	1	\$400.00
1411 14174 00/24/12 00/24/12	Katie	OIVI	ории трии	111	.00	ι φτου.σοι σ	0.00 14101		Ψ-00.00
Start Date Week: 09/24/12	Weekdays Spo	ots/Week 1	Rate \$400.00	Rating 0.00					
N12 KNXV 09/24/12 09/24/12		СМ	430pm-5pm	M	:30	1 \$400.00 P-3	0.00 NM	1	\$400.00
Start Date End Date	M-F 430pm-5pm Weekdays Spo	ots/Week	Rate	Rating					
Week: 09/24/12 09/30/12	M	1	\$400.00	0.00					
N13 KNXV 09/24/12 09/24/12	M-F 4pm-430pm 4PM News	CM	4pm-430pm	M	:30	1 \$800.00 P-2	0.00 NM	1	\$800.00
Start Date End Date	Weekdays Spo	ots/Week	Rate	Rating					
Week: 09/24/12 09/30/12 N14 KNXV 09/24/12 09/24/12	M M-F 5pm-530pm	CM	\$800.00 5pm-530pm	0.00 M	:30	1 \$1,200.00 FX	0.00 NM	1	\$1,200.00
	M-F 5pm-530pm				.55	, , _ 00.00 i /	3.33 14171	•	Ţ., <u>_</u> 00.00
<u>Start Date</u> <u>End Date</u> Week: 09/24/12 <u>09/30/12</u>	Weekdays Spo	ots/Week 1	Rate \$1,200.00	Rating 0.00					
N15 KNXV 09/24/12 09/24/12		CM	6pm-630pm	M	:30	1 \$1,200.00 FX	0.00 NM	1	\$1,200.00
Start Date End Date		ots/Week	Rate	Rating					





<u>Contract / Revision</u> 311976 <u>Flight Dates</u> 09/22/12-09/24/12 <u>Hiatus Dates</u>

<u>Original Date / Revision</u> 09/21/12/ 09/21/12 <u>Order Sep</u> 00:20:00

Advertiser DCCC Product Democratic Congressional (Estimate # 1847

Ln Ch	Start	End	Inventory Code	Brook	Start/End Ti	ime Days	Len Sr	oots Rate Pri	Pta Typo	Tota	als Amount
		2 09/24/12	M-F 6pm-630pm	CM	6pm-630pm	M	:30	1 \$1,200.00 FX	0.00 NM	3pois 1	\$1,200.00
			M-F 6pm-630pm		-11			* ,			* ,
Start I		End Date	<u>Weekdays</u> M	Spots/Week	Rate	Rating					
Week: 09/24 N16 KNXV 0		09/30/12	ABC World News	M-F CM	\$1,200.00 5:30pm-6:30	0.00 pm M	:30	1 \$2,000.00 FX	0.00 NM	1	\$2,000.00
IN TO KINAV O)3/24/ 12	2 09/24/12	5:28-5:30pm	IVI-I CIVI	3.30pm-0.30	bili ME	.50	1 \$2,000.0017	U.UU INIVI	'	φ2,000.00
Start I		End Date	<u>Weekdays</u> M	Spots/Week	Rate	Rating					
Week: 09/24 N17 KNXV 0		09/30/12	Sa 4pm/5pm New	rs CM	\$2,000.00 4-430p/5-530	0.00 Op S-	:30	1 \$600.00 P-2	0.00 NM	1	\$600.00
INTERNAL O)3/22/12	2 09/22/12	Sa 4pm/5pm Nev		4-430p/3-330	ο ρ 5-	.50	1 ψ000.001-2	0.00 INIVI	'	φ000.00
Start I		End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating					
Week: 09/17		09/23/12	S-	1	\$600.00	0.00		4	0.00.1114		# 4 000 00
N18 KNXV 0)9/24/12	2 09/24/12	M-F 630pm-7pm M-F 630pm-7pm	СМ	630pm-7pm	M	:30	1 \$1,200.00 FX	0.00 NM	1	\$1,200.00
Start I	Date	End Date	Weekdays	Spots/Week	Rate	Rating					
Week: 09/24		09/30/12	M	1	\$1,200.00	0.00					
N19 KNXV 0)9/22/12	2 09/22/12	PR Various Non-I		830-9p	S-	:30	1 \$700.00 P-3	0.00 NM	1	\$700.00
Start I	Date	End Date	Weekdays	Spots/Week	Rate	Rating					
Week: 09/17		09/23/12	S-	1	\$700.00	0.00					
N20 KNXV 0)9/24/12	2 09/24/12	Monday 7-9pm	CM	7pm-9pm	M	:30	1 \$6,050.00 P-6	0.00 NM	1	\$6,050.00
			Monday Prime 7-	•	- .	.					
Start I Week: 09/24		End Date 09/30/12	<u>Weekdays</u> M	Spots/Week 1	Rate \$6,050.00	Rating 0.00					
N21 KNXV 0			Monday Prime C	CM	9pm-10pm	M	:30	1 \$5,000.00 P-6	0.00 NM	1	\$5,000.00
			Monday Prime C					* *************************************			**,******
Start I		End Date	Weekdays	Spots/Week	Rate	Rating					
Week: 09/24		09/30/12	M	1	\$5,000.00	0.00		4 64 500 00 5 0	0.00.1114		#4 500 00
N22 KNXV 0	J9/23/1 ₂	2 09/23/12	Primetime Emmy' Emmy's Red Car		4-5p	S	:30	1 \$1,500.00 P-6	0.00 NM	1	\$1,500.00
Start I	Date	End Date	Weekdays	Spots/Week	Rate	Rating					
Week: 09/17		09/23/12	S	1	\$1,500.00	0.00					
N23 KNXV 0	09/23/12	2 09/23/12	Primetime Emmy: Primetime Emmy		5p-8p	S	:30	1 \$7,500.00 P-3	0.00 NM	1	\$7,500.00
Start I	Date	End Date	Weekdays	Spots/Week	Rate	Rating					
Week: 09/17	7/12	09/23/12	S	1	\$7,500.00	0.00					
N24 KNXV 0	09/24/12	2 09/24/12	M-F 10-1035pm	CM	10pm-1035p	m M	:30	1 \$1,500.00 P-2	0.00 NM	1	\$1,500.00
Start I	Data	End Date	10pm News Weekdays	Spots/Week	Rate	Rating					
Week: 09/24		09/30/12	M			0.00					
N25 KNXV 0)9/22/12	2 09/22/12	SA 10-1035pm 10pm News	СМ	10pm-1035p	mS-	:30	1 \$1,000.00 P-2	0.00 NM	1	\$1,000.00
Start I	Date	End Date	Weekdays	Spots/Week	Rate	Rating					
Week: 09/17		09/23/12	S-	1	<u> </u>	0.00					
N26 KNXV 0	09/23/12	2 09/23/12	SU 10-1035pm 10pm News	СМ	10pm-1035p	mS	:30	1 \$1,500.00 P-2	0.00 NM	1	\$1,500.00
Start I Week: 09/17		End Date 09/23/12	Weekdays S	Spots/Week 1	Rate \$1,500.00	Rating 0.00					



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Advertiser DCCC Product Democratic Congressional (Estimate # 1847

		0/5		•	5. 5.	D. T	Tota	_
Ln Ch Start End Inver	entory Code Break	Start/End Time	Days Len	Spots	Rate Pri	Rtg Type	Spots	Amount
	10-1035pm CM	10pm-1035pm	S :30	1 \$1,	500.00 P-2	0.00 NM	1	\$1,500.00
10pn	m News							
Start Date End Date Wee	eekdays Spots/Week	Rate Ra	<u>ting</u>					
Week: 09/17/12 09/23/12	S 1	\$1,500.00	0.00					
Spot Ch Date Range Descript	otion Start	t/End Time	<u>Weekda</u>	ys Length	<u>Rate</u>	Rtg Type		
1 KNXV 09/17/12-09/23/12 SU 10-1	<i>1035pm</i> 10pr	m-1035pm		Su :30	(\$1,500.00)	0.00 <i>NM</i>		
See MG 26.2								
2 KNXV 09/17/12-09/23/12 Prime N	News 8p-9	Эр	MTWThF	SaSu :30	\$1,500.00	0.00 NM		
MG for 26.1 09/23								
N27 KNXV 09/24/12 09/24/12 Night	ntline CM	1035p-1102p / 11	3M :30	1 \$	500.00 P-2	0.00 NM	1	\$500.00
Night	ntline							
Start Date End Date Wee	eekdays Spots/Week	Rate Ra	ting					
Week: 09/24/12 09/30/12 M	1	\$500.00	0.00					
N28 KNXV 09/24/12 09/24/12 Jimm	my Kimmel Live CM	1102p-1206a / 10)3M :30	1 \$	200.00 P-3	0.00 NM	1	\$200.00
	my Kimmel	·						
Start Date End Date Wee	eekdays Spots/Week	Rate Ra	ting					
Week: 09/24/12 09/30/12 M	1	\$200.00	0.00					
N29 KNXV 09/24/12 09/24/12 M-F 1	1206am-110am CM	1206am-106am	M :30	1 \$	100.00 P-2	0.00 NM	1	\$100.00
Katie	e - Repeat							
Start Date End Date Wee	eekdays Spots/Week	Rate Ra	ting					
Week: 09/24/12 09/30/12 M	1	\$100.00	0.00					

Totals 29 \$36,315.00